

## ORDER



KSDK

**Orders**  
**Order / Rev:** 722514  
**Alt Order #:** 06374666  
**Product Desc:** MPMCSA  
**Estimate:** C23C29  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/16/12 / 10/16/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** MO Petroleum Marketers & Conv. Stor  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	22	\$38,880.00	\$33,048.00
10/29/12	11/04/12	2	\$4,035.00	\$3,429.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$38,880.00	\$33,048.00	0.00
November 2012	2	\$4,035.00	\$3,429.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$42,915.00</b>	<b>\$36,477.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/26/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,800.00		0.00			
2	KSDK	10/26/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,250.00		0.00			
3	KSDK	10/26/12	10/26/12	Fri Prime C Dateline	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$4,500.00		0.00			
4	KSDK	10/29/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,235.00		0.00			
5	KSDK	10/29/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 722514  
 Alt Order #: 06374666  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: MO Petroleum Marketers & Conv. Store  
 Product Desc: MPMCSA  
 Estimate: C23C29

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KSDK	10/29/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,800.00		0.00			
6	KSDK	10/27/12	10/27/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,575.00		0.00			
7	KSDK	10/27/12	10/27/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$550.00		0.00			
N 8	KSDK	10/27/12	10/27/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		630-7P Wheel Sat		630-7P	-----Sa--	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 8.2															
2	KSDK	10/27/12-10/27/12		Sat Prime B		8-9P	-----Sa--	:30		\$900.00		0.00	NM		
Ⓜ MG for 8.1 10/27															
[n/a]															
9	KSDK	10/27/12	10/27/12	Sat Prime A Animal Practice/ Go On	CM	7-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$800.00		0.00			
10	KSDK	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
11	KSDK	10/27/12	10/27/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
NEWS 5 AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,125.00		0.00			
12	KSDK	10/27/12	10/27/12	Sat Prime C Law & Order: SVU	CM	9-10P (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,350.00		0.00			
13	KSDK	10/28/12	10/28/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,575.00		0.00			
14	KSDK	10/28/12	10/28/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$550.00		0.00			
15	KSDK	10/28/12	10/28/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
FOOTBALL NIGHT AMER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$3,375.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KSDK	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,125.00		0.00			
17	KSDK	10/25/12	10/25/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,235.00		0.00			
18	KSDK	10/25/12	10/25/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,800.00		0.00			
19	KSDK	10/25/12	10/25/12	Thu Prime C Rock Center with BW	CM	9-10P	---T---	:30	1	\$3,150.00	P-1	0.00	NM	1	\$3,150.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$3,150.00		0.00			
20	KSDK	10/23/12	10/23/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,235.00		0.00			
21	KSDK	10/23/12	10/23/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,800.00		0.00			
22	KSDK	10/24/12	10/24/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,235.00		0.00			
23	KSDK	10/24/12	10/24/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,800.00		0.00			
24	KSDK	10/24/12	10/24/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,250.00		0.00			
													Totals	24	\$42,915.00